

Minutes

Wednesday, June 3, 2015
6:30PM

SAN FERNANDO VALLEY
SERVICE COUNCIL
Regular Meeting

Marvin Braude San Fernando Valley
Constituent Center
6262 Van Nuys Boulevard
Van Nuys, CA 91401

All Metro meetings are held in ADA accessible facilities. Meeting location served by Metro Local Lines 154, 156, 164, 233, 237, Metro Rapid Line 744, and Metro Orange Line.

Called to Order at 6:33 p.m.

Council Members Present:
Ernesto Hidalgo
Yvette Lopez-Ledesma
Dennis Washburn

Officers:
Jon Hillmer, Executive Director
Gary Spivack, Deputy Executive Officer
Dolores Ramos, Council Admin. Analyst
Henry Gonzalez, Council Comm. Rel. Mgr
Karen Swift, Community Relations Mgr.
Israel Marin, Transportation Planner
Collette Langston, Office of the Board Secretary

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Для получения информации о Metro на русском языке, пожалуйста, позвоните по указанному ниже телефонному номеру: 323-466-3876

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메트로(Metro) 정보를 [한국어]로 알아보시려면, 아래 번호로 전화하십시오: 323-466-3876

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Metro

Los Angeles County
Metropolitan Transportation Authority

1. PLEDGE of Allegiance
2. CARRIED OVER approval of the Minutes of May 6, 2015 Meeting due to lack of a quorum.
3. Chair's Remarks

Acting Chair Washburn had the opportunity to meet Metro's new Chief Executive Officer, Phillip Washington, at a welcoming reception that was held for him in Union Station. He also attended the May Blue Ribbon Committee meeting and is interested in how future service planning may be simplified.

4. RECEIVED General Public Comment

Vince Garofalo said that there are two operators on Line 234 that consistently give him problems about his shopping bag. The bag was given to him as a gift. He sees other people on the bus with bags and the operators don't seem to care. He commended the female operator that drove the bus that brought him to tonight's meeting and wished everyone a Happy Flag Day.

Nate Zablen thinks the Valley/Westside Express can be improved. The current route seems like it takes a detour whereas a more direct route would save time. He suggested that rather than turning onto Oxnard, the route should continue on Van Nuys to Magnolia where it could pick-up transfers from Line 734/234 and then get on the freeway south of Ventura. It isn't necessary to get into the HOV lane because it doesn't save that much time but should be at the discretion of the operator. The Van Nuys Orange Line is a better connection and would increase ridership.

Ralf Quint said that the Orange Line's on-time performance is at 30%. He is routinely stuck waiting 10-15 minutes. He has only connected to Line 734 one time without waiting less than 5 minutes. The online trip planner does not reflect the late night services changes that were made in December 2014 and gives no alternatives. He asked how the TransitTVs can be used for other projects like showing passengers the possible connection times, locations and destinations.

5. RECEIVE Presentation on Metro Letter Designation Project, Cory Zelmer, Transportation Planning Manager, Rachele Andrews, Transportation Planner

The Metro system is currently labeled in multiple ways. Some have color names, such as the Orange Line and Red Line and others have destination names, such as Expo. These differences have created an inconsistent naming system. Metro is in the process of identifying new and distinct color names and hues while maintaining flexibility for operational changes. In addition, we must address requirements for Limited English Proficiency customers. The solution is to rename lines with letters ordered by opening date with colors as secondary identifiers.

Customers will get used to the letter designation and this will avoid reinforcing designations that will change in the future. This option will be cost effective because it simplifies adjustments

when routes change and reduces the need for signage retrofits. Maps, printed and electronic customer information, audio announcements and signage will need to be changed.

Two focus groups were conducted in March 2015. This resulted in overall support of transition to letters and discovery that customers primarily use the web or their mobile device for trip planning. This information will be presented April through June 2015 to the Accessibility Advisory Committee and Service Councils. The feedback gathered will be used to create an informed implementation plan.

Ralf Quint believes the change will be confusing to passengers. The lines have completely opposite destinations and passengers get onto the trains going in the wrong direction. He's not sure that these new designations will be better and suggested using the destination instead of a single letter. The Purple Line trains are already confusing to passengers; this system will be even more confusing to them.

Councilmember Lopez-Ledesma commented that the change will cause confusion. She asked if the focus groups were conducted by consultants and if regular transit riders participated. Mr. Zelmer replied yes to both questions. Participants were identified through previous customer surveys, and included a range of demographics. As the change is implemented, there will be ambassadors at the stations to help educate patrons. The program is being paired with a signage refurbishment project that seeks to improve and install more consistent signage. The signage at stations will include the destinations.

Councilmember Hidalgo commented that the change will be helpful to colorblind patrons. Acting Chair Washburn asked if the change was user driven or in anticipation of system requirements. Mr. Zelmer replied that it was both to improve the passenger experience and to attempt to improve as the system becomes more complex.

Acting Chair Washburn asked if Metro is receiving financial assistance to implement what will be a costly project. Mr. Zelmer replied that Metro is pursuing grants and trying to implement where possible in existing projects. Changes will be communicated with transit partner agencies so they can share with their riders. The plan will go to the Board in July; the next step will be to work with an environmental design team to implement.

6. RECEIVE Update on June Service Changes, Israel Marin, Transportation Planner

A detour affecting Lines 94, 165 and 794 is currently in place near Empire Center in Burbank due to Caltrans construction and the Empire Interchange Project. Buses will be detoured via Victory Pl, Lincoln St, and Empire Ave, in both directions. This long term reroute will be reflected on timetable maps, Nextbus, Google Transit, etc. to reduce confusion. This route is expected to remain until September 2016.

Following last month's motion in favor of a re-reroute, Line 154 will be re-routed back to Burbank Blvd between Balboa Blvd and Hayvenhurst Ave in both directions. Schedules will be adjusted to reflect the new travel time.

A temporary route will be established for Route 91 until future improvements to Honolulu Ave can be completed. Following the establishment of new bus stop at Ocean View Blvd, the reroute will be effective June 28, 2015. Route modification is expected to be in place for approximately 20 months. Once Ocean View/Honolulu improvement project is completed, a permanent route will follow the same path as the current southbound route.

7. RECEIVE Report on Detour near UCLA Affecting Lines 2/302, 234, and 734, Israel Marin, Transportation Planner

Lines 2/302, 234 (late night) and 734 will be on detour near UCLA due to the installation of a new water pipeline by LADWP. The detour is expected to begin Saturday, June 13, 2015 and continue through August 2015. The eastbound Line 2/302 will not be affected.

Ralf Quint said that the proposed turn-around is a problem because from 7:00 p.m. to 7:00 a.m. the Hillgard Terminal is closed with raised posts in the ground. Santa Monica Blue Bus was forced to close this terminal due to neighborhood complaints. He said that Blue Bus goes to UCLA for the turn-around.

Councilmember Lopez-Ledesma asked if UCLA and DWP are assisting with notification of the public through their websites. Mr. Marin replied that they are posting notices and he will provide that information at the next meeting.

8. RECEIVE Report on San Fernando Valley Service Performance, Gary Spivack, Deputy Executive Officer

- Bus Cleanliness Rating: San Fernando Valley: 8.92, Goal: 8.5
- On-time Performance: San Fernando Valley: 82.2%, Goal: 80.0%
- Complaints Per 100,000 Passengers: San Fernando Valley: 3.48, Goal: 3.46
 - Complaint categories: schedule, unsafe driving, passups, discourtesy, alleged accident and accessible service
- Accidents per 100,000 miles: San Fernando Valley: 2.89, Goal: 3.38
- Average Weekday Ridership: San Fernando: 201,000
- Skirball Center Bus Stop
- Bus Audio Clips – Metro is working on correcting the pronunciation of Tonopah.

Councilmember Hidalgo asked for an update on the Antelope Valley Metrolink fare cut when available.

9. CHAIR and Council Member Comments

Councilmember Hidalgo commented that he appreciated the detailed staff response to the public inquiries regarding the stop at Skirball Center and the pronunciation of Tonopah.

Acting Chair Washburn wished everyone a Happy Father's Day.

ADJOURNED at 7:49 p.m.